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Exhibit

EXHIBIT SECTION

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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

BETTER COWS - BETTER INCOME

A special booth exhibit showing relation between the production of butterfat and the income above feeding cost; and how type of cow influences improvements of the farmstead.

Specifications

Floor space - - - - - 10 ft. front, 2 ft.

Wall space - - - - - None. (deep.)

Shipping Weight - - - - - 450 lbs.

Electrical Requirements - 110 volt A. C.

current. 600 watts needed for small motor.

25

## BETTER COWS---BETTER INCOME

### How It Looks

The observer's attention is first drawn to a "cow-income meter" attached to the center of the middle section of the exhibit. This apparatus resembles somewhat a very large double thermometer, and is so arranged mechanically that representations of mercury appear to rise and fall in the tubes.

The left-hand tube is used to show the yearly production of butterfat, and ranges from 100 pounds, shown at the bottom, to 450 pounds at the top. The right-hand tube shows income above feed cost and ranges from \$10 at the bottom to \$122 at the top.

Starting at the bottom of the tubes the "mercury" columns begin to ascend the tubes in a manner showing that there is a direct relation between the average butterfat production and the income over feed cost. It can be seen that as the amount of butterfat is increased there is a greater proportional increase in income over feed cost.

When the "mercury" reaches the tops of the two tubes it rapidly drops to zero and in a few seconds the columns again begin their slow rise, allowing time for the observer to read them and see the relation between production of butterfat and income or profit.

The side sections and adjoining part of the center section show enlarged colored photographs of the kind of buildings and equipment usually found on farms having high-producing cows and that on farms where the cows are low producers. The booth is 10 feet across the front, 2 feet deep, and 7 feet 4 inches high.

### What It Tells

The well-known slogan "Prosperity Follows the Dairy Cow" is more accurately put in this exhibit by the statement that "Prosperity Follows the Good Dairy Cow." As production goes up income also goes up but at a much faster rate, which is shown on the cow-income meter as follows:

\*Production of butterfat. \*Income above feed cost.

450 lbs.	-----	\$122.00
400 "	-----	106.00
350 "	-----	90.00
300 "	-----	74.00
250 "	-----	58.00
200 "	-----	42.00
150 "	-----	26.00
100 "	-----	10.00

\* These are relative figures based on averages of more than 18,000 cow-testing association records over a series of years.

The exhibit also shows that when cows on a dairy farm are low producers one will usually find a house with few modern improvements, an inconvenient and uncomfortable barn, poor fences, and also poor equipment. Dairymen with poor cows cannot afford proper improvements.

On the other hand, it has been found that when the cows on a dairy farm are high producers you will usually find a modern house with labor-saving improvements, a barn that is comfortable and conveniently arranged, good crops and fences, and first-class equipment. Dairymen with good cows can well afford these improvements.

Where to Get Information

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D. C.

Farmers' Bulletin No. 993 Cooperative Bull Associations

Farmers' Bulletin No. 1412 Care and Management of Dairy Bulls

Dairy Division E. No. 10 Your Future Herd  
Bu. Dairying M. No. 79 Suggestions for Scrub-bull Eradication Campaign

Farmers' Bulletin No. 602 Production of Clean Milk  
Farmers' Bulletin No. 976 Cooling Milk and Cream on the Farm

Farmers' Bulletin No. 743 Feeding Dairy Cows

Farmers' Bulletin No. 1336 Feeding Calves  
Farmers' Bulletin No. 1167 Essentials of Animal  
Breeding

Farmers' Bulletin No. 578 Making and Feeding  
Silage

Farmers' Bulletin No. 1214 Farm Dairy Houses  
Dept. Circular No. 235 Utility Value of  
Purebred Livestock

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